

## ABSTRACT OF THE DISCLOSURE

The head apparel embroidery hoop and alignment device is a frame defining an opening adapted for placement on a cap driver, the frame having an outer perimeter adapted for securing the hoop to a containment hoop of an embroidery machine. A removable hat bill retaining plate secures the hat bill portion of a hat between the retaining plate and the frame. A centered rear groove, disposed in the rear of the frame, facilitates proper alignment of the hat within the embroidery hoop. The clamping force acting upon the retaining plate is provided by threaded knobs receiving threaded posts molded in the frame and passing through apertures cut in the retaining plate, thereby cooperatively engaging the hat bill between the retaining plate and the frame.